

# Africa Marketing & Media

We've compiled our annual #BestofBiz 2017 lists across all our industries featuring our most popular articles, most-read contributors and brand press offices with the most views. Discover the most read content on Bizcommunity's Marketing & Media site over the past year below.



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## Our most-read stories

|    |                                                                                                               |             |
|----|---------------------------------------------------------------------------------------------------------------|-------------|
| 1  | <a href="#">Official 2017 Loeries rankings revealed!</a>                                                      | 06 Oct 2017 |
| 2  | <a href="#">Kwese TV, Africa's newest satellite network starts broadcasting</a>                               | 31 Jan 2017 |
| 3  | <a href="#">Top African business leaders to follow on Twitter</a>                                             | 22 Sep 2017 |
| 4  | <a href="#">Social media recorded drop in Kenyatta support</a>                                                | 08 Sep 2017 |
| 5  | <a href="#">Africa's top brands from Brand Africa 100</a>                                                     | 09 Mar 2017 |
| 6  | <a href="#">Insel joins Dentsu Aegis Network</a>                                                              | 22 Mar 2017 |
| 7  | <a href="#">SA approves cross-border mobile money transfers</a>                                               | 07 Sep 2017 |
| 8  | <a href="#">#MeettheMarketer: Are business consultancies the ad agencies of the future?</a> - Louise Marsland | 13 Nov 2017 |
| 9  | <a href="#">Jack Ma launches African Young Entrepreneurs Fund</a>                                             | 27 Jul 2017 |
| 10 | <a href="#">Unilever's brand plan to grow business across Africa</a>                                          | 19 Sep 2017 |
| 11 | <a href="#">99c appoints managing director for Lusaka</a>                                                     | 15 Aug 2017 |
| 12 | <a href="#">How to market to Africa's resilient, ambitious middle class</a> - Louise Marsland                 | 22 May 2017 |
| 13 | <a href="#">Africa's economic prospects in 2017 - 10 countries to watch</a> - J. Peter Pham                   | 18 Jan 2017 |
| 14 | <a href="#">Brands: Meet the #UntaggableForce</a> - Megan Bowman                                              | 30 Nov 2017 |
| 15 | <a href="#">Move over content and distribution, user experience is king</a>                                   | 22 Sep 2017 |

|    |                                                                      |             |
|----|----------------------------------------------------------------------|-------------|
| 16 | <a href="#">East Africa agency named as one of world's best</a>      | 17 May 2017 |
| 17 | <a href="#">Video dominates news consumption in Africa</a>           | 16 Oct 2017 |
| 18 | <a href="#">#MediaAlert! Windhoek Beer and Jupiter part ways</a>     | 31 Aug 2017 |
| 19 | <a href="#">Kwesè TV secures BBC content deal</a>                    | 18 Sep 2017 |
| 20 | <a href="#">Pockets of promise: seven African countries to watch</a> | 05 Jul 2017 |

## Our most-read contributors

|   |                                  |
|---|----------------------------------|
| 1 | <a href="#">Brett Parker</a>     |
| 2 | <a href="#">James Maposa</a>     |
| 3 | <a href="#">Peter Searll</a>     |
| 4 | <a href="#">Werner Lindemann</a> |
| 5 | <a href="#">Naseem Javed</a>     |
| 6 | <a href="#">Richard Mullins</a>  |
| 7 | <a href="#">Tom Jackson</a>      |

## Our most-read new appointments

|    |                                                                   |             |
|----|-------------------------------------------------------------------|-------------|
| 1  | <a href="#">Nontokozo Madonsela named MMI CMO</a>                 | 10 Oct 2017 |
| 2  | <a href="#">Nontokozo Madonsela named MMI CMO</a>                 | 10 Oct 2017 |
| 3  | <a href="#">Philip Gray named GIBB Capital managing principal</a> | 11 Apr 2017 |
| 4  | <a href="#">Kunle Falodun to oversee SPT's growth in Africa</a>   | 13 Jul 2017 |
| 5  | <a href="#">Kunle Falodun to oversee SPT's growth in Africa</a>   | 13 Jul 2017 |
| 6  | <a href="#">VIMN expands the roles of Alex Okosi, Jill Offman</a> | 13 Jul 2017 |
| 7  | <a href="#">Meads to oversee Cisco's expansion in MEA region</a>  | 01 Aug 2017 |
| 8  | <a href="#">Meads to oversee Cisco's expansion in MEA region</a>  | 01 Aug 2017 |
| 9  | <a href="#">Meads to oversee Cisco's expansion in MEA region</a>  | 01 Aug 2017 |
| 10 | <a href="#">Adama Soro to lead Engen in Mauritius</a>             | 11 Apr 2017 |

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